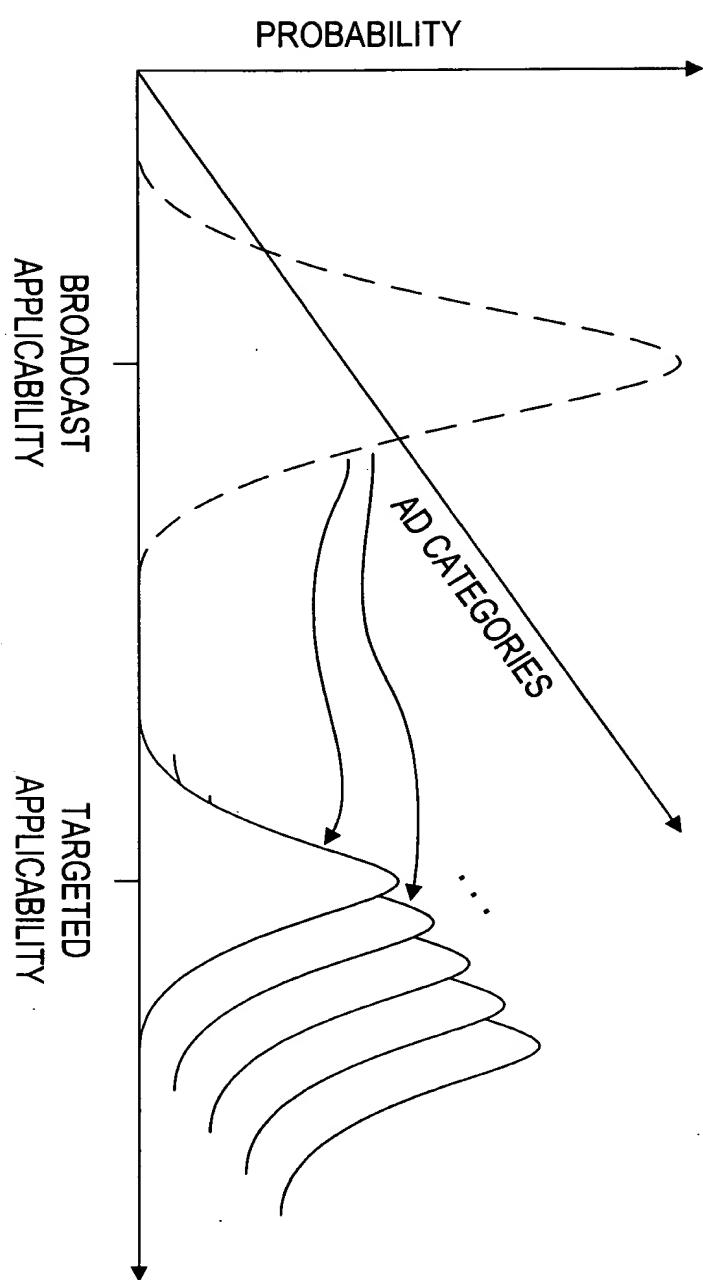


FIG. 1A

FIG. 1B



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ADVERTISEMENT SUCCESS RATES		
ADVERTISEMENT APPLICABILITY		SUCCESS RATE
EXTREMELY APPLICABLE		0.05
QUITE APPLICABLE		0.03
APPLICABLE		0.01
NOT VERY APPLICABLE		0.005
NOT APPLICABLE		0.001

FIG. 1C

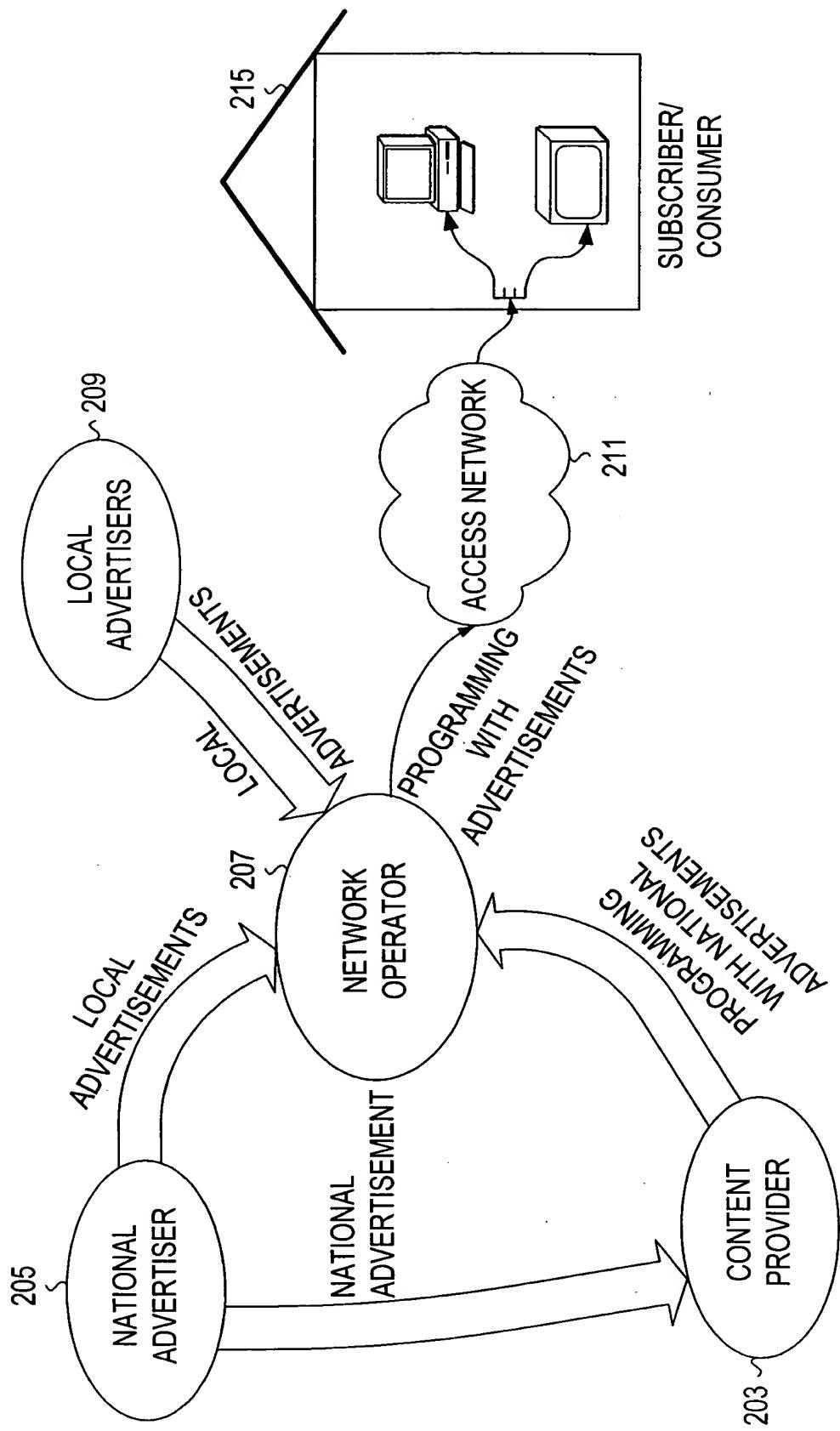


FIG. 2

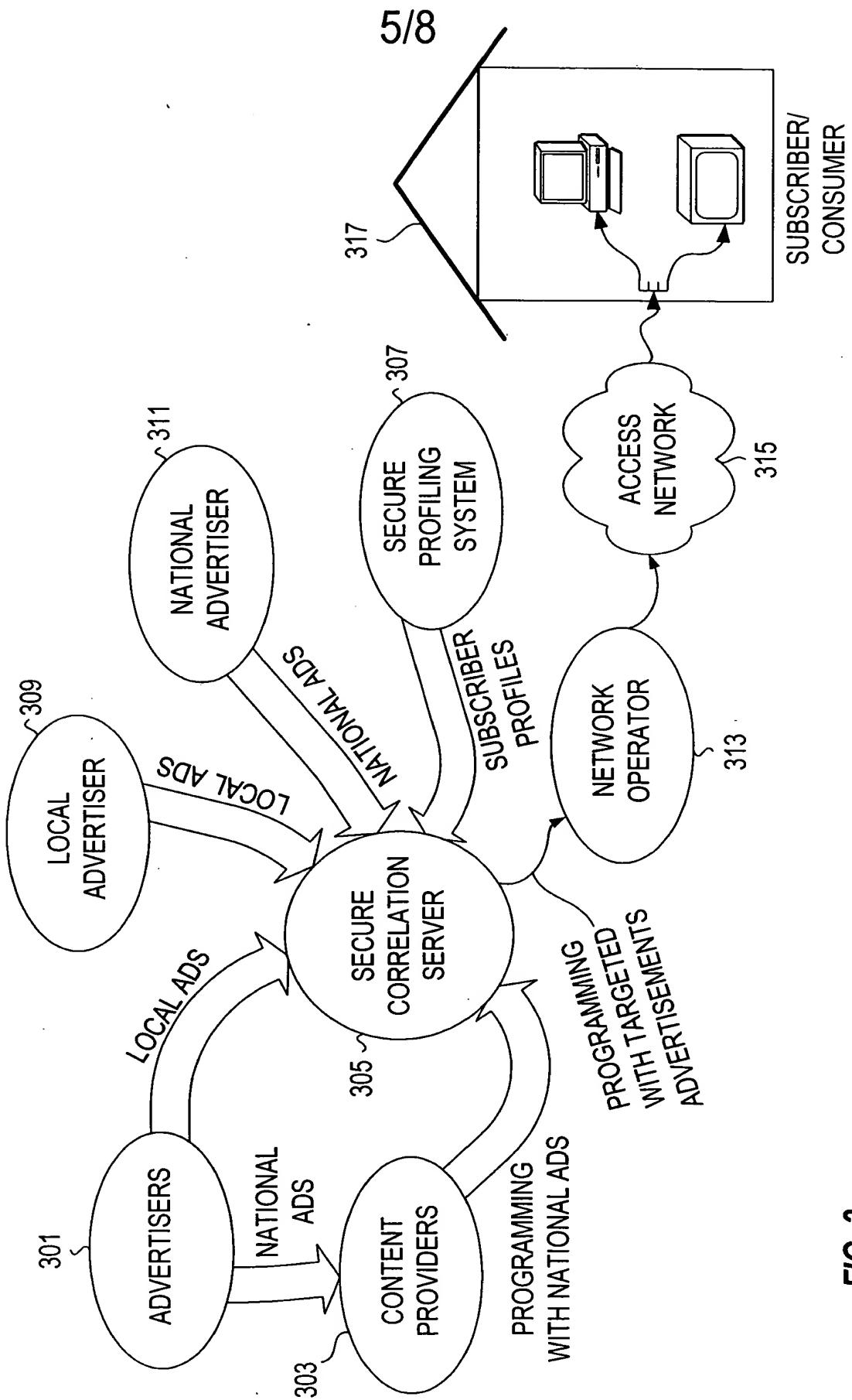


FIG. 3

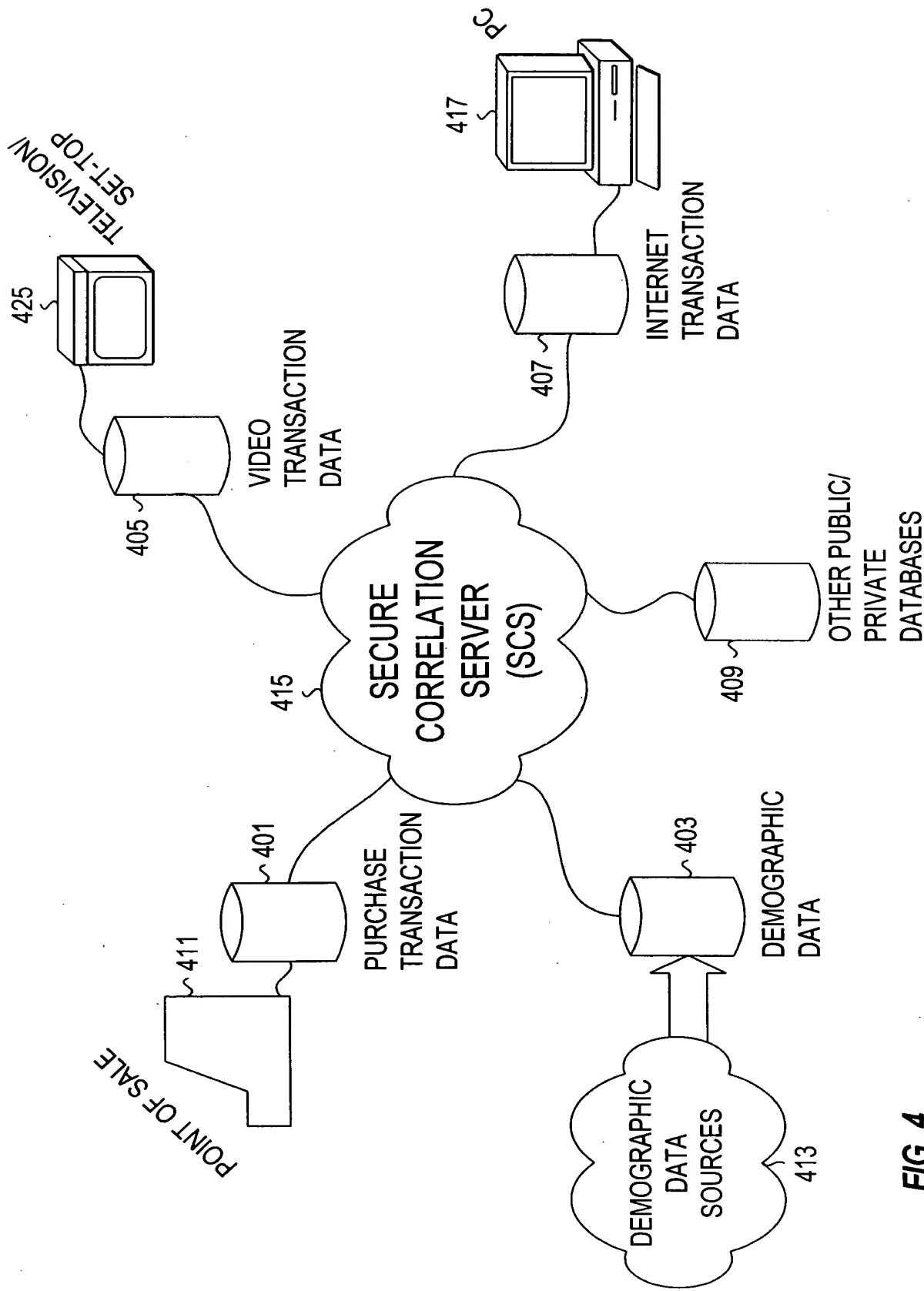


FIG. 4

FIG. 5A

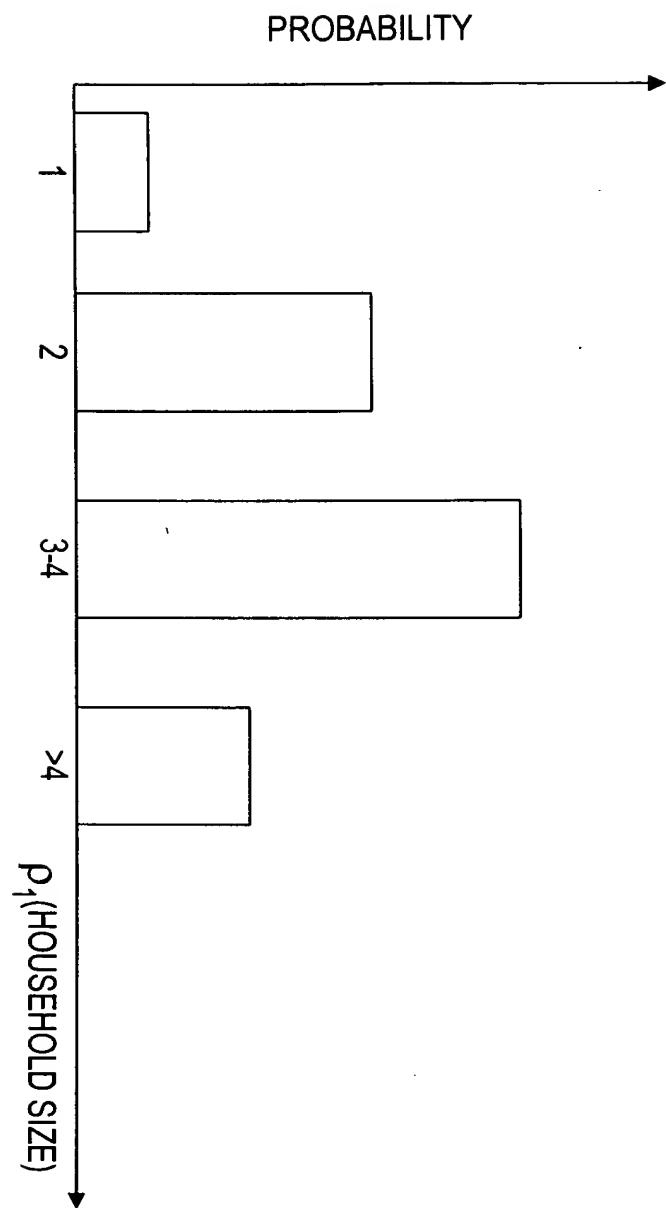


FIG.5B

